Communications Plan
Project title

Date:
Time:
Event/Announcement:

Objectives

Audiences

Primary

Secondary

Approach

Tools/Accounts:

WEB

SOCIAL MEDIA

CONTENT

DURATION AND FREQUENCY

WORKING WITH PARTNERS

HASHTAGS

Rollout

PRE-ANNOUNCEMENT

ANNOUNCEMENT DAY

POST-ANNOUNCEMENT

Tactics

Messaging

MONITORING: Social Media Monitoring keywords

MONITORING: Stakeholders, partners, media and related Twitter handles

Key Performance Indicators

Desired Outcomes	Tactics	Measures

Appendix A – Social Media posts and Web content publishing

DATE	TIME	PLATFORM	LANG	MESSAGING/CONTENT	LINK	VISUAL	Comms products / comments

EVENT SCENARIO NOTE
Type of Event

City, Province
Day, Date, Year

Type of event

Event *(Consultation begins at* **insert time***)*
Address

Green Room *(Meet in the Green Room at* **insert time)**
TBD

***** parking availability: (TBC)

Accompanying Minister MacKay or M.P.
Name:
Cell:
Email:

On-site Justice Department support:
Name:
Cell:
Email:

Photographer:
Name
Cell:

Key officials in attendance (as appropriate) :

Name and affiliation
Name and affiliation

Description:

Date

Insert agenda

Support to the Minister Communications Items
Dates XXX to XXX

Event Date	Event Long Description	Location	Purpose/Strategic Objectives Link	Funds	Event Participant	Partners / Other Participants	Event Status	Product Development

JUSTICE NEWS RELEASES/MEDIA EVENTS	SOCIAL MEDIA	LED BY OTHER GOVERNMENT DEPARTMENTS	SPEECHES	INTERNAL	ATIP

Event planning checklist

Event description	
Date	
Time	
Location	
Rooms	
Photography services	
Signage	
Sound system (Tel Av) - Podium - Audio box - Feed box - 2 Floor stand mic - Black draping - 2 Technicians	
Flags	